INVESTOR MEETING 2014

SANTA CLARA NOVEMBER 20

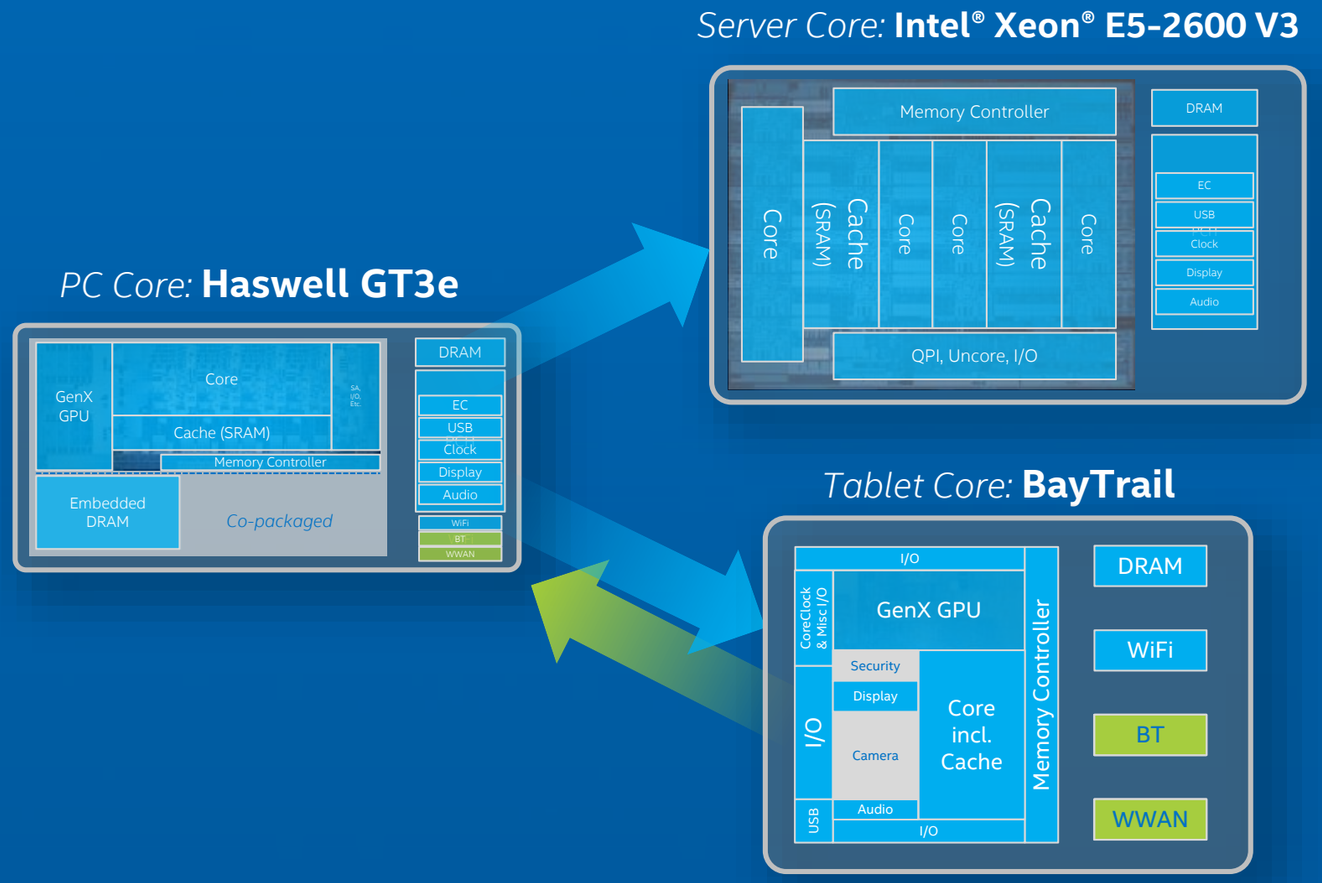
INVESTOR MEETING 2014

Renée James

President

Intel Growth & Technology Investments

- Utilizing Intel IP in adjacent segments of computing & enabling new businesses
- Invest in Intel platform value to maintain differentiation & leadership
- Extend the Intel Architecture into emerging and growth segments of computing & devices



Key Areas of Strategic Platform Investments

Mobile & Communications: Computing and devices will all be connected as will IOT. Key area of platform investment for communications as well as growing Mobile Intel Architecture footprint in tablets and phones

Security & Privacy: Central to the cloud and network computing platforms. Accelerated and made more secure with the Intel Architecture extensions to our platforms and a growing business opportunity

Internet-of-Things: Connected and intelligent embedded represents a growth business opportunity extending from a strong base of IA architecture into new segments and emerging IOT businesses

Wearables: Inspiring the next generation of connected devices to develop and emerge on Intel Architecture

Storage & Memory: Growing portion of the balanced computing system and overall platform representing another growth opportunity for Intel

Today’s Detailed Discussions

Communications Platform & Mobile Technologies

The Internet of Things and Connected Embedded

Storage and Memory

Agenda

Communications Platform & Mobile Technologies

The Internet of Things and Connected Embedded

Storage and Memory

Mobile and Communications Platform Strategy

- Leadership communications and connectivity development scaling across multiple segments:
  - IOT, Tablet, PC, Datacenter and Phone
  - Communications including WiFi and Cellular ,BT, BLE, NFC , etc,
- Mobile platform investments lead innovation in low power and integration for all platforms
- Mobile platform designs lead Intel in new development methodology for faster derivatives and partner platform expansion

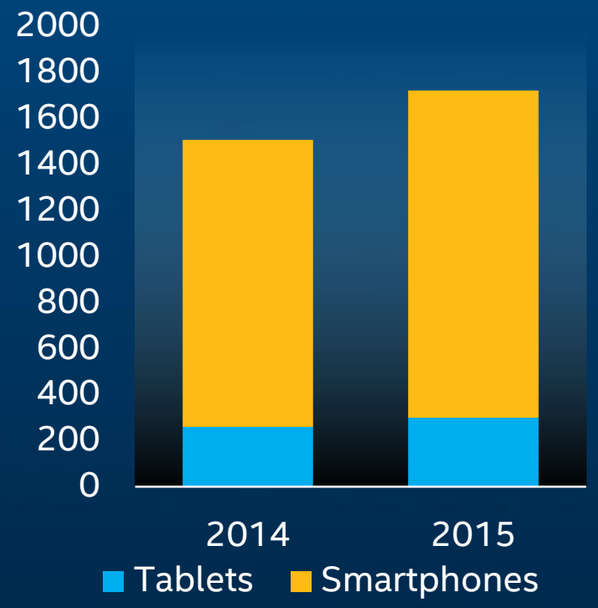
Investing for leadership in multi-comms and mobility

Intel’s Strategic Investment in Mobile & Comms

Hermann Eul
Vice President, General Manager
Mobile and Communications Group

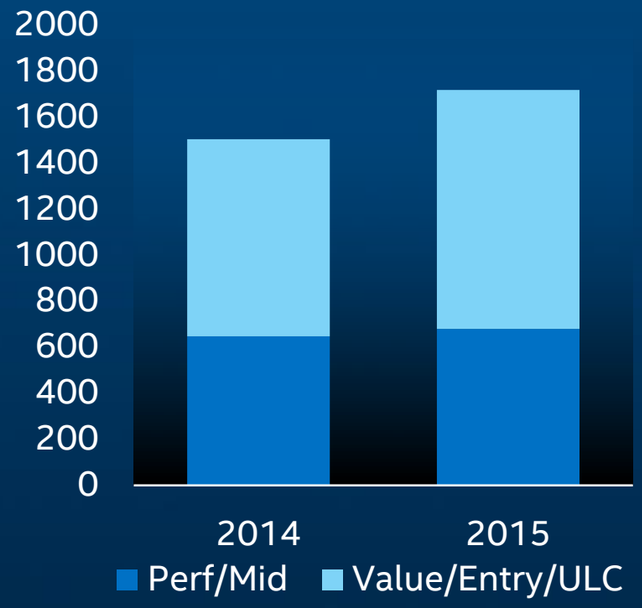
Mobile Market Trends

Smart Mobile Devices
~15% Growth



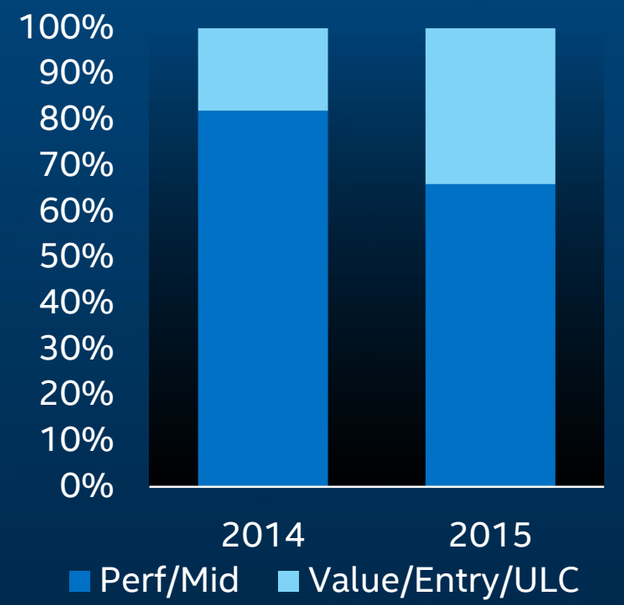
Total Smart Mobile Devices (Mu)

Low-End Growing 5x Faster



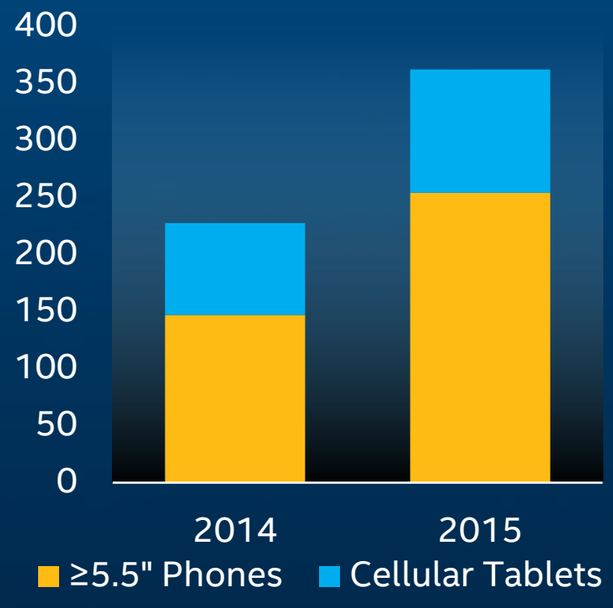
Total Smart Mobile Devices (Mu)

LTE Grows ~60% Low-End 200%



Smart Mobile Device - LTE Mix (%)

60% Growth in Phablets



≥5.5” Cellular Smart Mobile Devices (Mu)

Forecast is based on current expectations and is subject to change without notice

Source: Intel internal estimates

Our Focused Strategy to Win in 2014

Grow IA Mobile Footprint

Tablets, Cost Reduce, Differentiate

Global Leadership In Communications & Connectivity

Full IP Portfolio that Benefits All Intel Platforms

Capture and Lead Growing Value and Entry Segment

Leadership Products, CTE, Partners

Mobile Strategy is Paying Off

Application Processors, Communications & Connectivity Solutions

40M Tablet Volume On Track

*#1 Merchant Tablet Supplier, #2 Tablet Supplier Overall**

Delivered World Class Advanced LTE

Globally Competitive, Accelerated Rate of New Product Development

First Integrated IA + Comms (SoFIA) On Track

SoFIA for the High Growth Value and Entry Market

Source: Strategy Analytics

40M Tablets

~100 OEM ~350 ODM Designs
in Market or Coming to Market

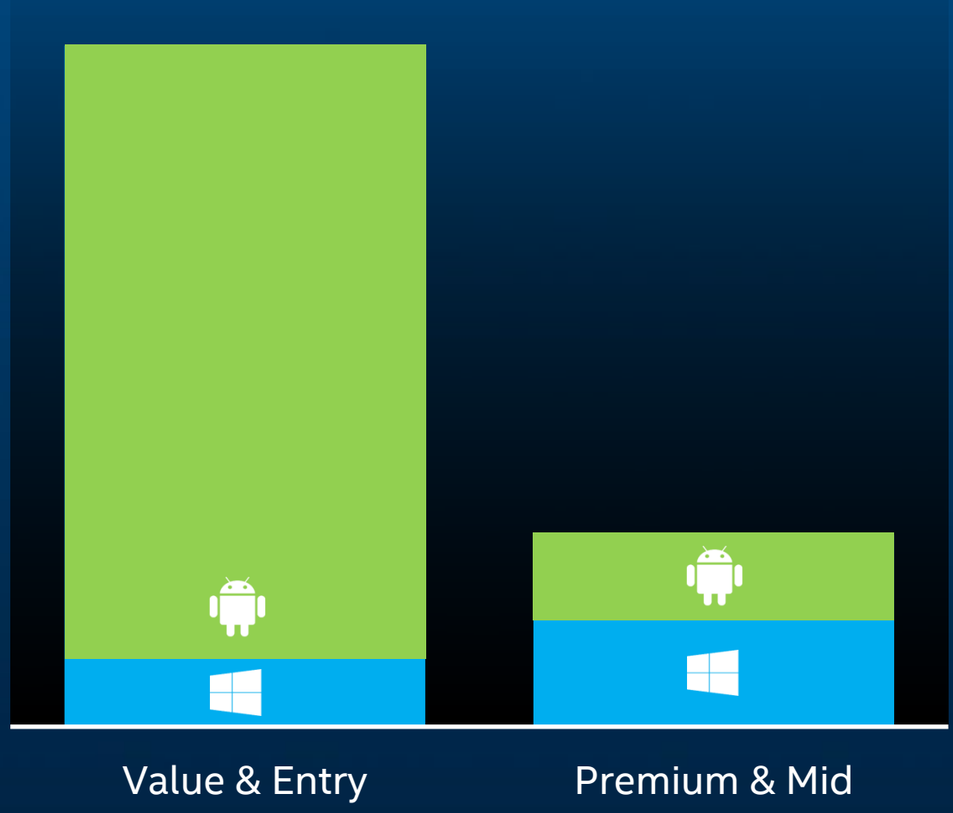
Long Term Customer Partnerships

~20% WWAN Connected

Channel & Marketing Campaigns

Platform & eBOM Cost Reduction

2014 Designs



Source: intel Internal

Showcase Designs

Thinnest Tablet, Immersive Visuals

Dell Venue 8 with Intel® Realsense™ Snapshot

Great for Education and Kids

FUHU DreamTab

Innovative Designs: Sleek, Unique and 2 in 1s

Lenovo Yoga 2 Pro Tablet

Turnkey Program for OEM/ODM's

Master Reference Design

Tools & Support

intel

and Channel Match-making

>350 Global Designs

>30 ODM, PCBA Partners

45% of Intel Powered Tablets Sold In '14*

Source: Intel internal estimates

YIFANG
Digital

Performance & Experience Matters

At All Price Points

Web Browsing
Loading your web content

On Intel® Atom™ Processor Z3580 vs. Octa-core MediaTek* MT8392

Up to

53%

Faster(1)

1) As measured by web page content load test

Create & Edit Content
Edit pictures and videos

On Intel® Atom™ Processor Z3580 vs. Octa-core MediaTek* MT8392

Up to

150%

Better(2)

2) As measured by MobileXPRT* 2013 Performance Score

Online Activities
Stock Dashboard Updates

On Intel® Atom™ Processor Z3580 vs. Octa-core MediaTek* MT8392

Up to

200%

Faster(3)

3) As measured "Stocks Dashboard" subtest of WebXPRT* 2013

Intel Inside Delivers A Better User Experience

Device Configurations:
(1) ASUS* MeMO Pad 8 (ME581C): Intel® Atom™ Processor Z3580 (4T4C Silvermont, up to 2.33GHz), PowerVR G6430 Graphics, 2GB RAM, 32GB storage, 8" screen with 1920x1200 resolution, Android* 4.4.2
(2) Cube* Talk 9X*: MediaTek* MT8392 (8C8T Cortex*-A7, 2.0GHz), ARM* Mali-450MP4 Graphics, 2GB RAM, 32GB storage, 9.7" screen with 2048x1536 resolution, Android* 4.2.2

Applications Run Great On Intel

Windows & Android

Android Apps "Just Work"

Top 2K Applications

≥ Performance

Top Apps Native

Better Performance

vs.

Competitive Platforms

Full Developer Support

SDKs & Tools

Windows & Android

Intel and Android Momentum

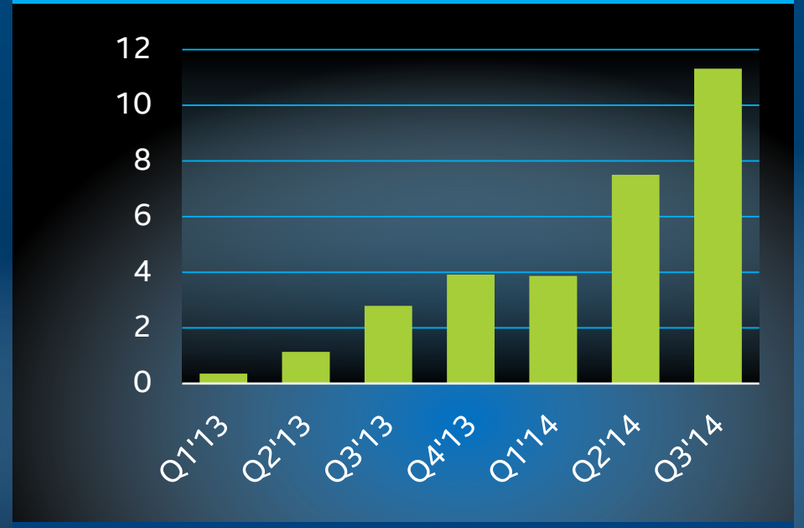
Intel Inside Android TV Nexus Player

Expanding Our Mobile Platform

Intel Reference Design for Android

Scale More Android Devices for Value Segment

Shipments on Android (Mu)



Steady Increase of Android Shipments on IA

Smartphones

New Family of Asus Smartphones

ASUS MeMo Pad 7

ASUS PadFone X mini

ASUS Fonepad 7 ME372CL

Communications for Smartphones

Intel LTE Advanced

Samsung Galaxy Note 4 & Alpha

LG G3

New Products & Partners

lenovo

Rockchip 瑞芯微电子

SPREADTRUM

SoFIA

LTE Ramp

Shipping Today with Carriers in U.S., Latin America, Europe, SE Asia

LTE Advanced Launch Global 5 Mode

Intel® XMM™ 726x

verizon
at&t
SingTel
T··Mobile·
Telstra
vodafone
中国移动通信 CHINA MOBILE
orange™

> 25 Designs In Market

Intel® XMM™ 7160 and 7260

ASUS®
DELL
SAMSUNG
lenovo

Modules

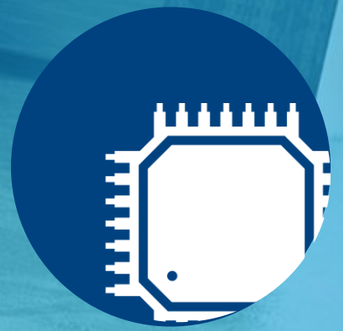
Tablets, 2 in 1s & Ultrabooks™

HUAWEI
SIERRA WIRELESS™
Telit

Solid Foundation to Fuel Growth

Strong Partners

Design Pipeline



Products

Ecosystem

2015: Focused Expansion

SoFIA Family On Track for 2015 Ramp

First Integrated Intel Architecture & Intel Communications Solutions

Cost Optimized for Value & Entry

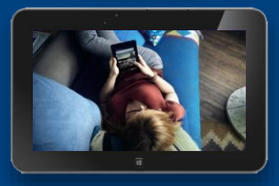
SoFIA 3G

SoFIA 3G-R

SoFIA LTE

Single Platform

Phablets



Tablets

Phones

Scale Partners

Rockchip 瑞芯微电子

SPREADTRUM

Communications and Connectivity Advantage

Key for Platform & Industry Innovation

Complete IP Portfolio

4G
3G
2G

FM Radio

GNSS

2015 Platforms

Integrated	Modules	Discrete
SoFIA	Cherry Trail Broadwell	LTE

Communications and Connectivity For All Platforms

Broad Portfolio Enables Integration for Cost & Performance

Standards & Industry Leadership

3GPP™

Wi Fi™ ALLIANCE

OPEN INTERCONNECT CONSORTIUM℠

Bluetooth™

NFC FORUM

IEEE

ETSI

Alliance for Wireless Power

one M2M

Performance & Mid
Mobile Platform Portfolio

2015				2016	
LTE Advanced XMM 7260 ramp, XMM 7360 Next-Gen: Cat 10, 3 CA, up to 450 Mbps D/L	**Bay Trail** Quad Core Silvermont 22m	**Moorefield** Quad Core Silvermont 22nm	**Cherry Trail** Quad Core Airmont 14nm	**Broxton** *Performance* Quad Core Goldmont 14nm	**SoFIA MID** Quad Core LTE 14nm, Intel Mfg

Value & Entry
Mobile Platform Portfolio

2015				2016
Bay Trail Entry	**SoFIA 3G**	**SoFIA 3G-R**	**SoFIA LTE**	**SoFIA LTE 2**
Quad Core Intel® Atom™	Integrated 3G Dual Core Atom™ Q4'14	Integrated 3G Quad Core Atom™ 1H'15	Integrated LTE Quad Core Atom™ Starting Mid 2015	Quad Core 14nm, Intel Mfg

Derivative Products & Reselling

Rockchip 瑞芯微电子

SPREADTRUM

Our Focused Strategy To Win

Grow IA Mobile Footprint

Best Experience on IA

Global Leadership In Communications & Connectivity

Expanding IP Portfolio to All Intel Platforms

Capture and Lead Growing Value and Entry Segment

SoFIA, CTE, Partners

Agenda

Communications Platform & Mobile Technologies

The Internet of Things and Connected Embedded

Storage and Memory

IOT Platform Strategy

- Leadership Intel products for connected, intelligent IOT solutions utilizing low power IA investments as well as communications
- Combined software and hardware to create solutions approach to the market and enabling selected verticals like Retail, Automotive, etc. (*combined WindRiver into IOT group)*
- Deep knowledge and experience with design and life cycles of embedded devices and markets provides leadership opportunity
- Provides current and future adjacent growth opportunity, utilizing assets of other communication and mobile investments

Extending Core IP to New Markets

Doug Davis
Vice President, General Manager
Internet of Things Group

Key Messages

Big opportunity evolving from a market footprint we've been in for 30+ years.

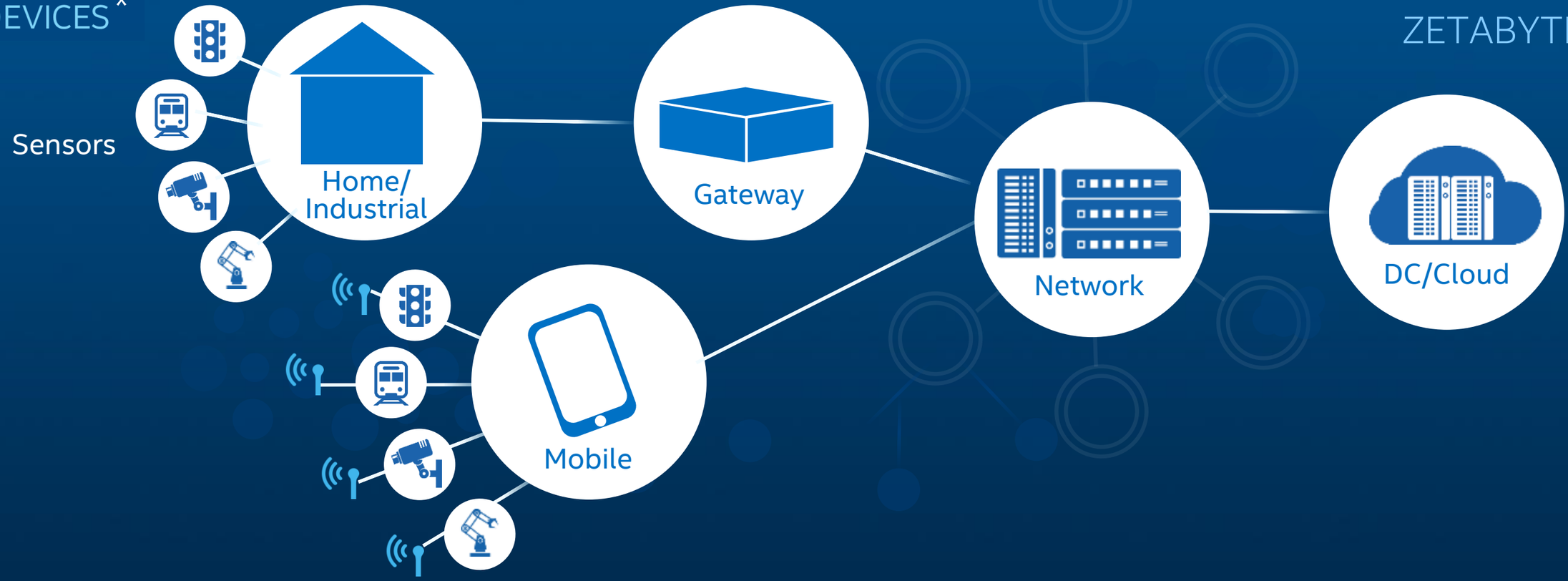
Leading with solutions and technology across Intel.

Well positioned with end-end capabilities necessary
to deliver the value of the IOT.

The Internet of Things is…

50B
DEVICES*

44
ZETABYTES**



COST OF SENSORS **2X** PAST 10 YEARS

COST OF BANDWIDTH **40X** PAST 10 YEARS

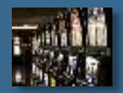
COST OF PROCESSING **60X** PAST 10 YEARS ***

* IDC

** IMC/EDC: The Digital Universe of Opportunities

*** Goldman Sachs

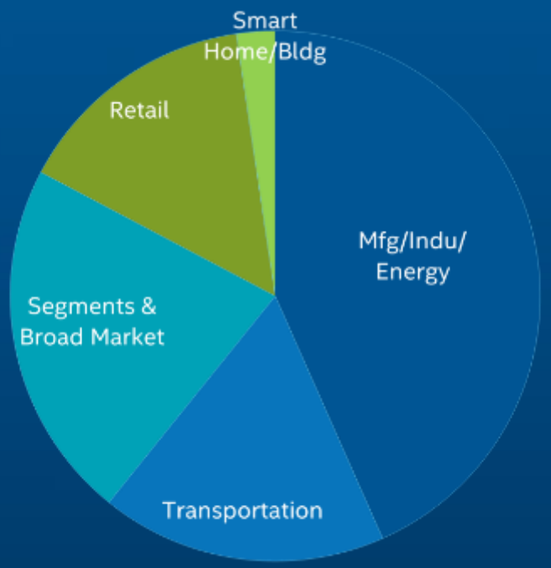
Internet of Things Group

>20% CAGR ~40% MSS	>30% CAGR <10% MSS	>10% CAGR <10% MSS	>10% CAGR ~20% MSS	New IOTG Market Sector
Retail	**Transportation**	**Mfg/ Indu/ Energy**	**Segments* & Broad Market**	**Smart Home & Buildings**
 Transactional Retail	 Software Defined Cockpit	 Smart Mfg	 DSS  Gaming	
 Visual Retail	 Autonomous Vehicles	 Energy	 Health  MAG  Print Imaging	Bldg Automation 

WIND RIVER

Quark

IOTG Market Segment Opportunity



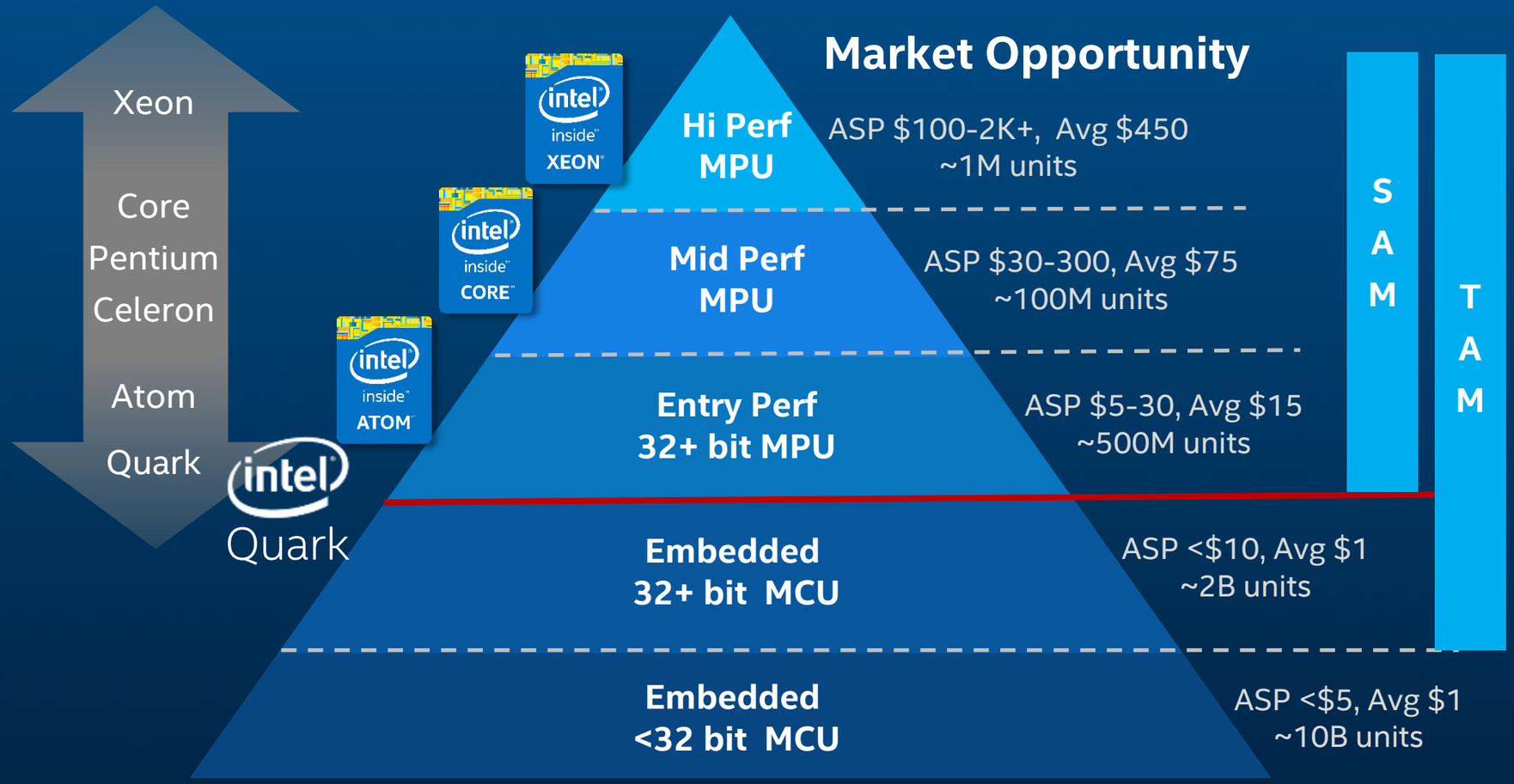
- '15 SAM = $11-$13B*

- $2.1B in 2014*
- IOTG ~17% MSS
- 18% YoY growth

CAGR is '09-13 SOM revenue; MSS is calculated with silicon revenue SAM; SAM is 32bit+ MPU/ASSP/ASIC with non-focused MPU/ASSP/ASIC devices removed; based on IDC 2013 eMPU report . Includes other embedded vertical investments.

* 2014 Intel forecast

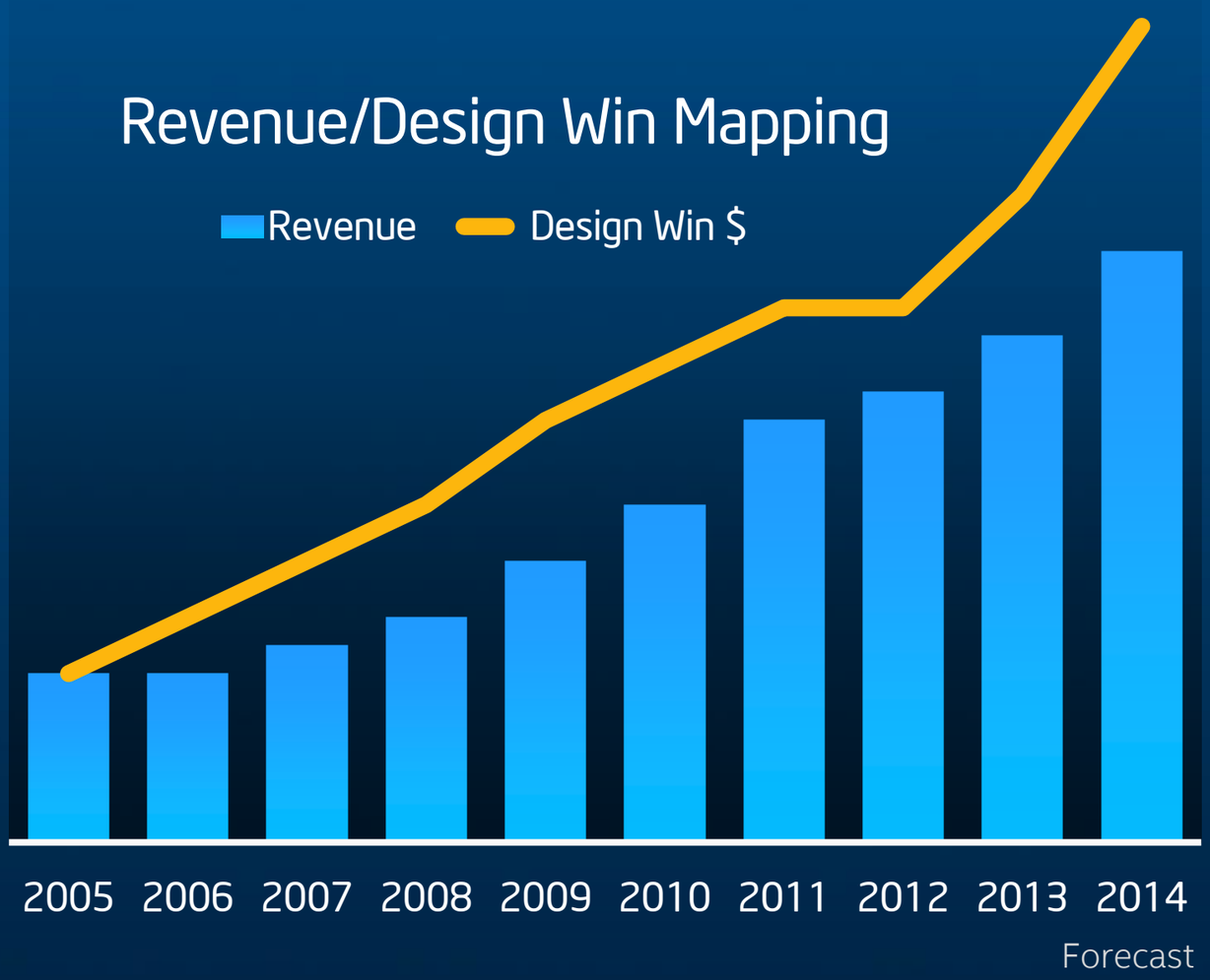
IOTG Benefits from Shared IP



MPU includes MPU, and core based ASSP/ASICs

Source: IDC, IHS, Gartner, Intel

Internet of Things Group

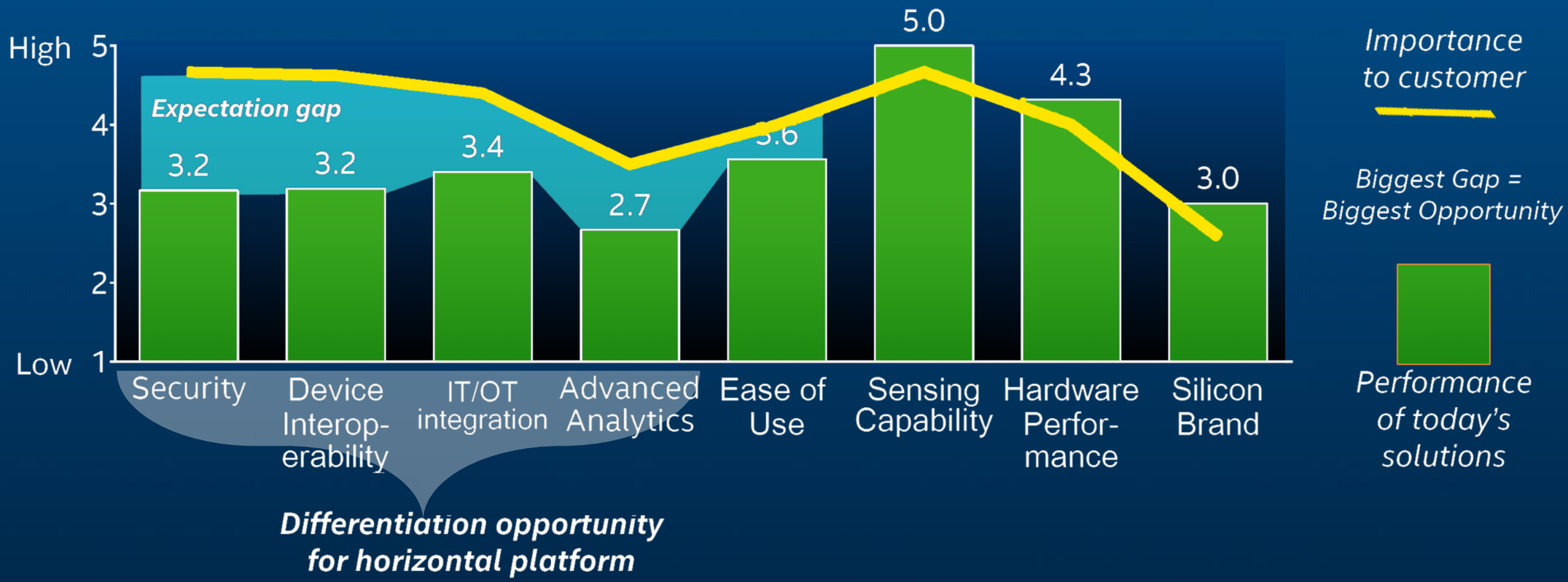


Performance

Design win momentum continues across all segments

*Forecast is based on current expectations and is subject to change without notice
Source: Intel

IOT Challenges



Source Bain: Reflects n=37 interviews with tier 1 leaders in Smart Factory, Smart Building, Smart Fleet, Smart Grid Substation and Smart City Environmental Sensing domains

Essential Tenets of Edge to Cloud IoT Solutions

Industry Alignment is Critical

industrial internet CONSORTIUM

IIC Founder Companies

at&t · cisco · GE · IBM · intel

BAYSHORE · purfresh · ENT · PTC · Pitney Bowes · MITSUBISHI ELECTRIC · CUBICON · rhoQdata · XCALIBER · DELL · Micron · ei3 · Parker · Schneider Electric · mobily · elecsys · NEC · MOSL · gridconnect · Wyconn · TOSHIBA · rti · accenture · DRAPER LABORATORY · Synapse · peoplepower · TE · tyco · LAAS-CNRS · HUAWEI · system insights · HITACHI · Sentient · SevOne · Microsoft · Symantec · The Open Group · hp · EnterpriseWeb · TIA · TOYOTA · CANONICAL · EMC² · TECHNISCHE UNIVERSITÄT DARMSTADT · SAMSUNG · ONRAMP · v2com · MOXA · SPACE CURVE · BOSCH · DATAWATCH · eclipse · MITRE · Tech Mahindra · BlackBerry · machineshop · ThingWorx · WPG · Deloitte. · careinnovations · NATIONAL INSTRUMENTS · PRISMTECH · FUJITSU

OPEN INTERCONNECT CONSORTIUM

OIC Board of Directors

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*Other names and brands may be claimed as the property of others

IOT Delivers Results

NCR POS w/ Intel® DPT and vPro for Transactions: Reducing fraud through e2e encryption.

Potential US Benefits:
100M credit card numbers stolen in 2013

Intel's Assembly / Test – sensors and analytics help maintain productivity.

Measured Benefits:
$9M/ year

Vnomics solution: 6% increase in fuel economy across 100% of fleet = $15M / Year

Potential US Benefits:
38 Million Tons
of CO_2

Di-BOSS (Digital Building Operating System) + Cisco Energy Management: Electrical, Steam and Water

Saved $1M in
1 Building / Year
$.50/sq ft.

SAIA®

Rudin Management Company, Inc.

Solutions for IOT and Developers

Service Management

- API Management
- API Orchestration
- Intel Express Gateway & Tokenization
- Intel Security Solutions
- Wind River Systems

WIND RIVER

MASHERY
An Intel Company

intel Security

intel Developer Resources

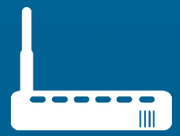
Comms: 3G, LTE, Wifi, Bluetooth, NFC, GPS...

Things

- Personal devices incl wearables
- Cars, Home automation
- Manufacturing equip

Gateways

- Home: Puma Gateway
- Industrial: Moon Island Gateway



Network

- SDN: Software Defined Networks
- ONP: Open Networking Platform
- NFV: Network Function Virtualization

Datacenter

- Intel Data Center Manager
- Intel Data Platform
- Software Defined Infrastructure

...    VxWorks® ...

Optimized on Intel Architecture

intel Quark

intel inside ATOM

intel inside CORE

intel inside XEON

Summary

Big opportunity evolving from a market footprint we've been in for 30+ years.

Leading with solutions and technology across Intel.

Well positioned with end-end capabilities necessary
to deliver the value of the IOT.

Memory as Platform

- As computing architectures continue to scale, memory continues to be a critical piece of the platform architecture, especially in the datacenter
  - Intel continues to drive innovation in memory technology
- Solid-state drives are only at the beginning of the adoption curve providing a significant business growth opportunity

CPU and Data: Better Together

Rob Crooke
Vice President, General Manager
Non-Volatile Memory Solutions Group

Key Messages

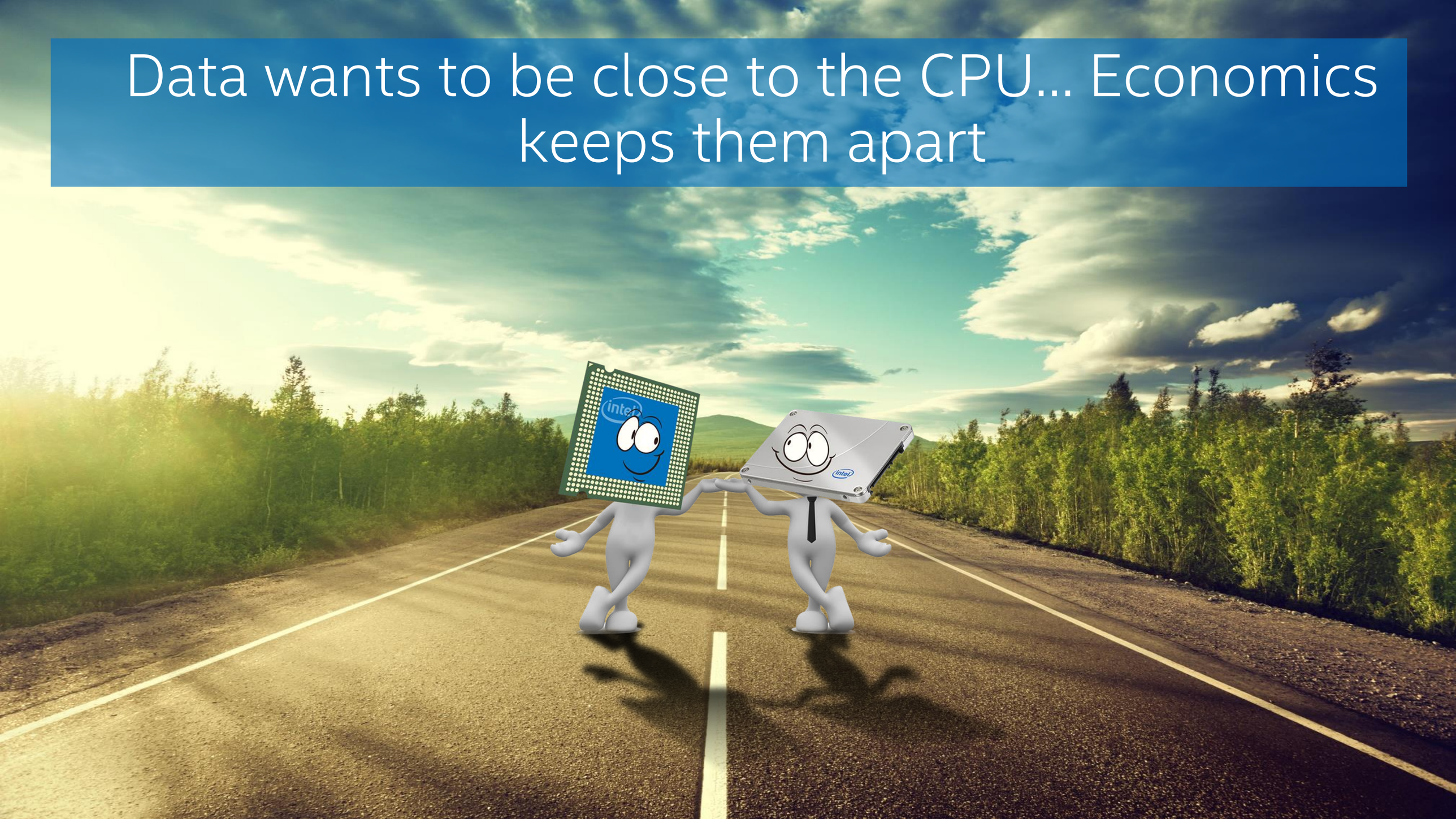
Sustained innovation has delivered profitable growth

Key IT challenges can be addressed with CPU + storage together

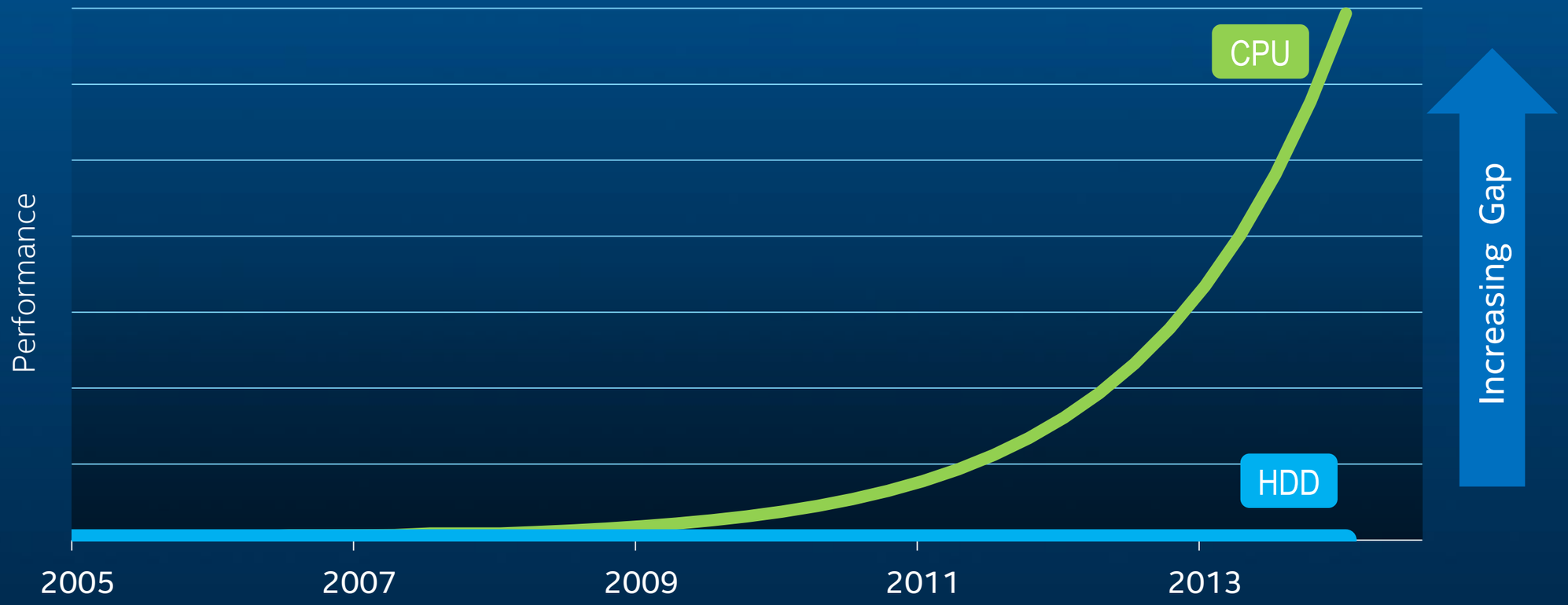
Computing insight and platform optimization are a unique advantage

Our Strategy: Technology Driven. Customer Inspired. Platform Connected.

Data wants to be close to the CPU… Economics keeps them apart

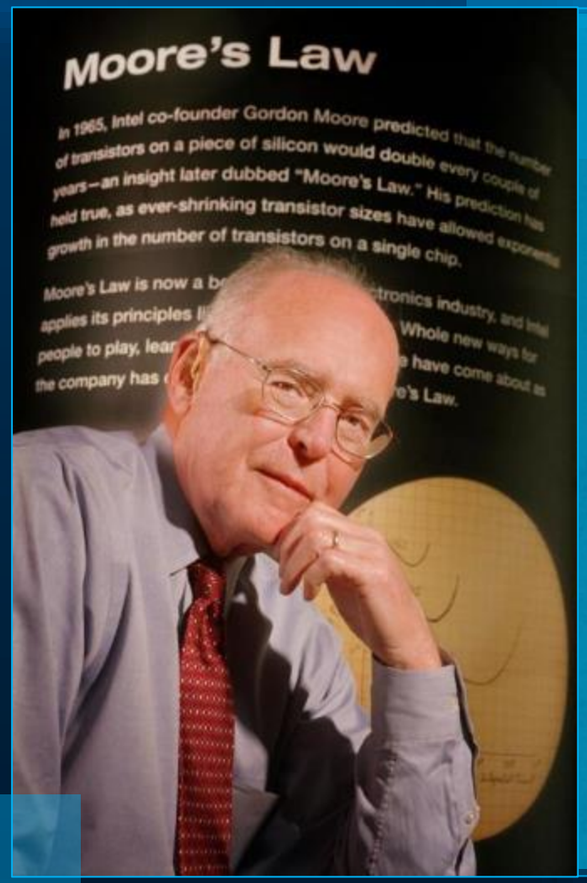


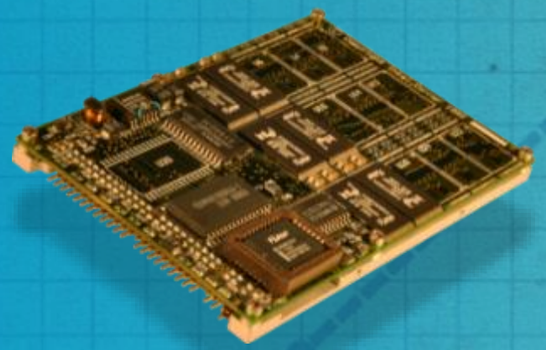
The Increasing Gap



Memory & storage critical to scaling computing

Intel® Solid-State Drive a Multi-Decade Journey



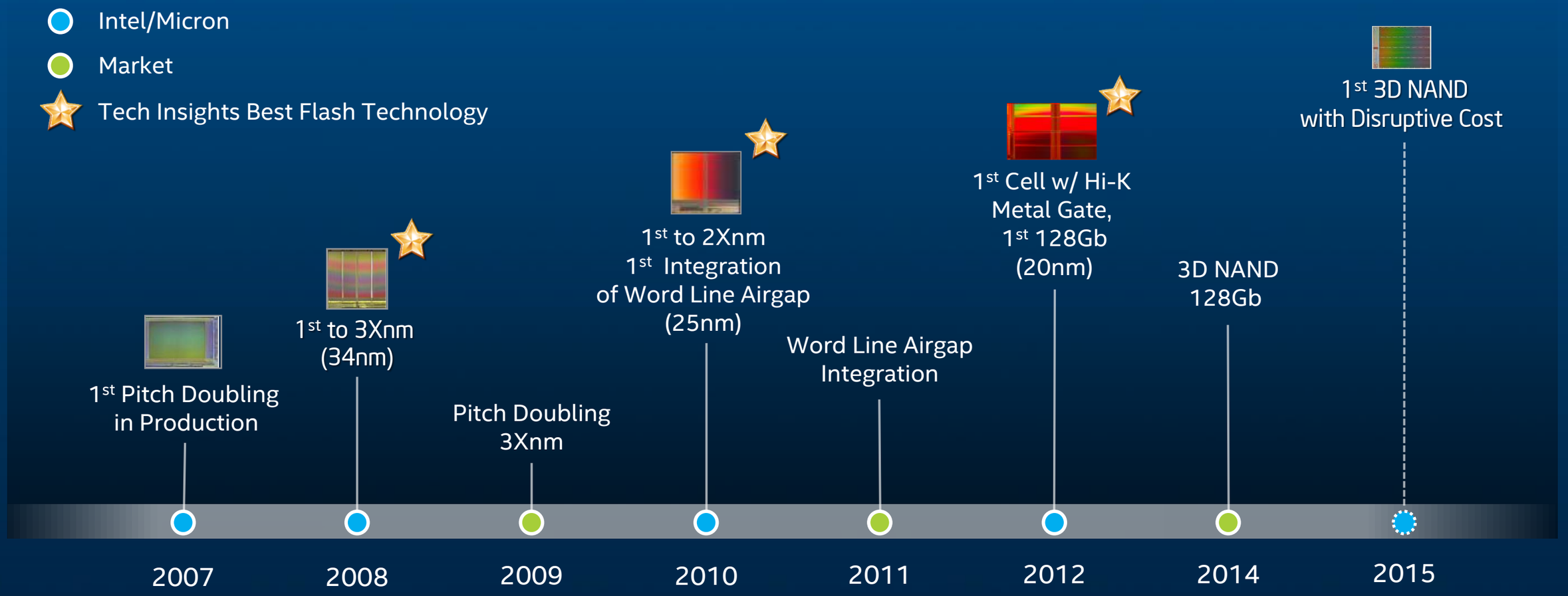


12MB

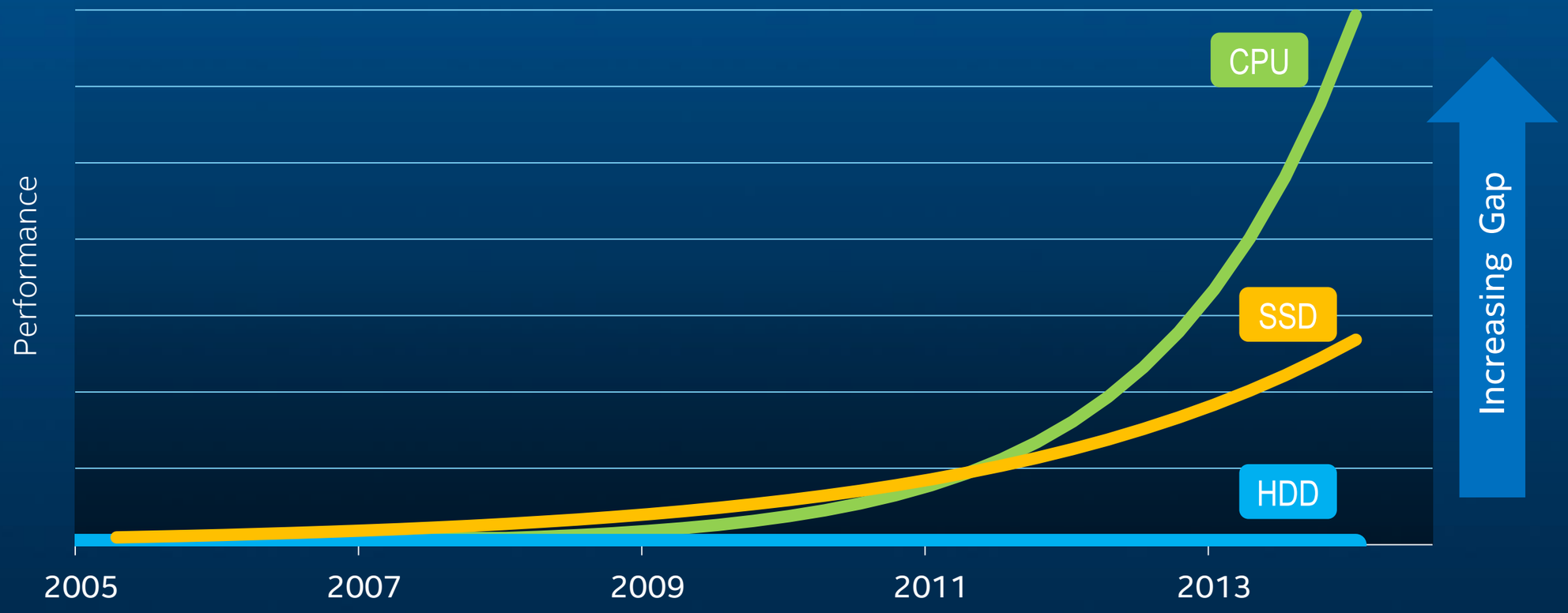
First Intel® Commercial SSD

1992

Technology Leadership Through the Years



The Increasing Gap

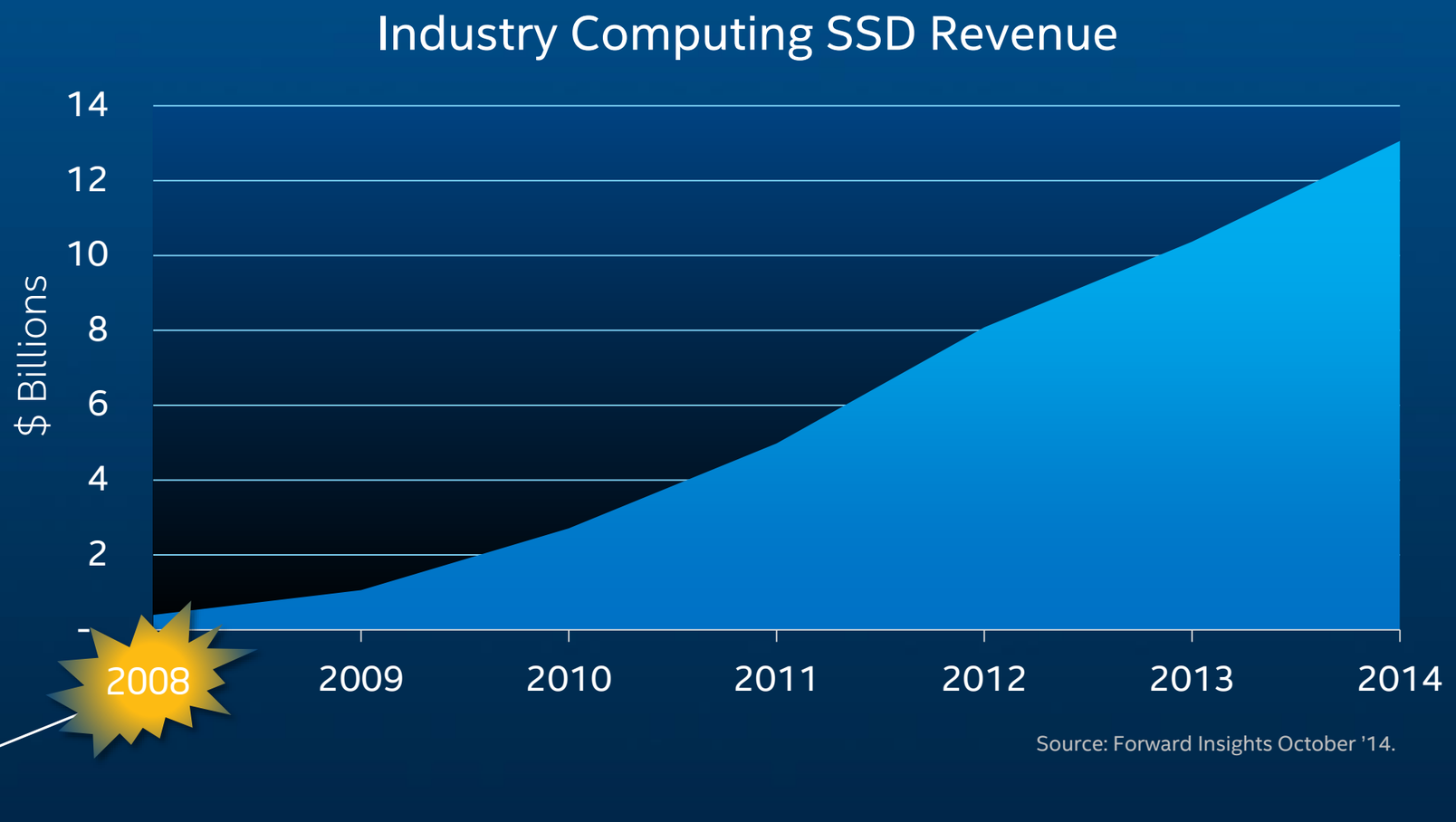


SSDs address the performance gap

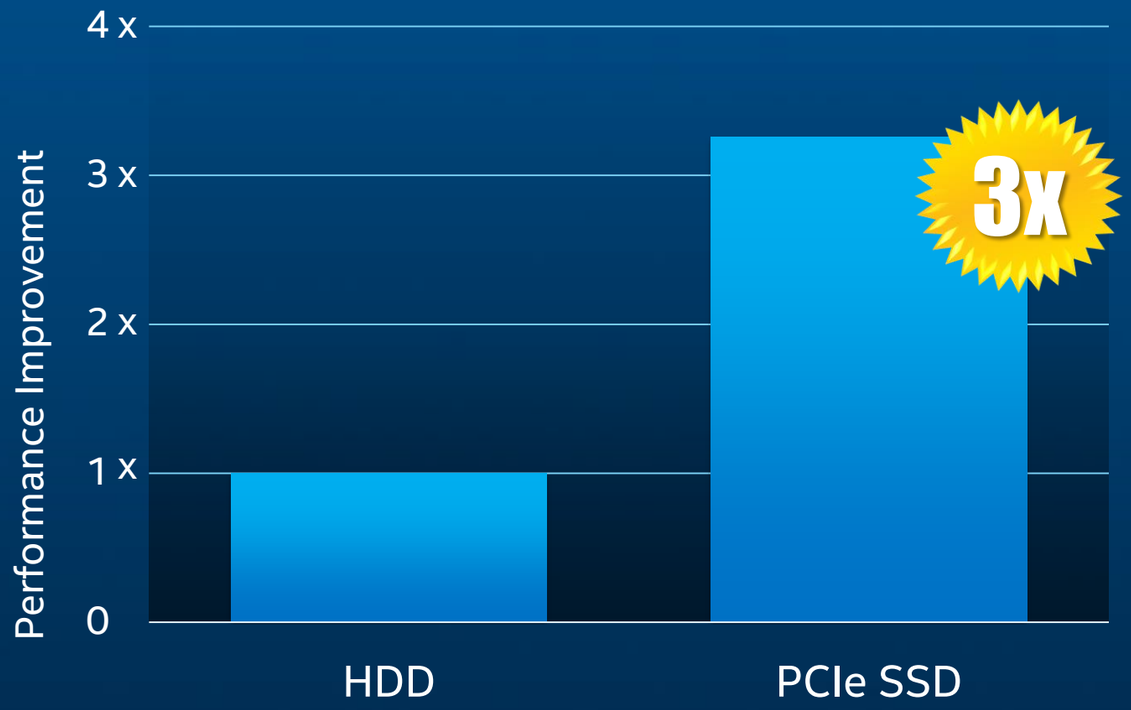
Intel Creates an Industry

"The Intel X25-M 80GB SSD is screaming fast and blows away all of the previous best storage options!" - 2008

"This, ladies and gentlemen, is absolute domination. The X25-M thoroughly outclasses the competition here, wiping the floor with not only every mechanical hard drive in the field, but the other SSDs, as well." - 2008



The SSD Difference – Accelerating Big Data



Results have been estimated or simulated using internal Intel analysis or architecture simulation or modeling, and provided to you for informational purposes. Any differences in your system hardware, software or configuration may affect your actual performance.

Other names and brands may be claimed as the property of others.

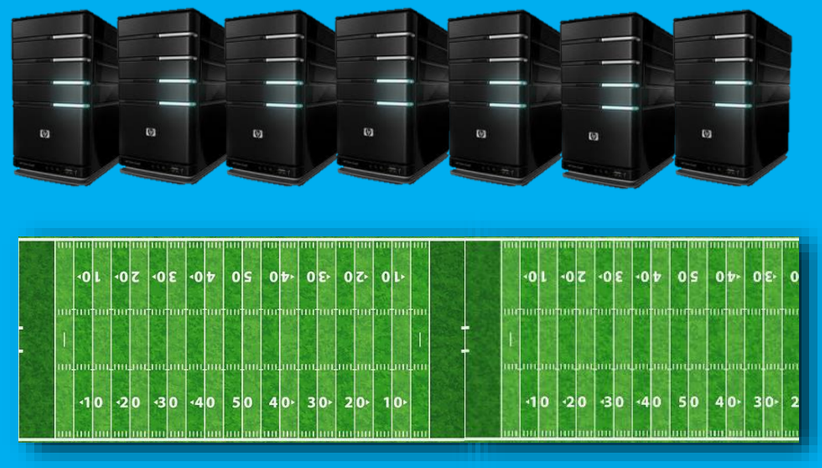
Intel SSDs improve Hadoop performance by over 3x

Innovation and SSD Disruption

SSD: 4 inches of storage
Performance: 11M I/O per sec

VS

HDD: 500 feet of storage
Performance: 11M I/O per sec



Just under two American football fields

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Bringing data closer: same performance, smaller footprint

Addressing IT Pain Points

Platform Optimization Delivers Enhanced Capability

Platform	NVM	Validated Solutions
Intel® vPro™	Intel® SSD Professional Family	Intel® Security

Data Center — **Client**

Better Security Coverage

Plug known security gaps

Better User Experience

Improve Security UX

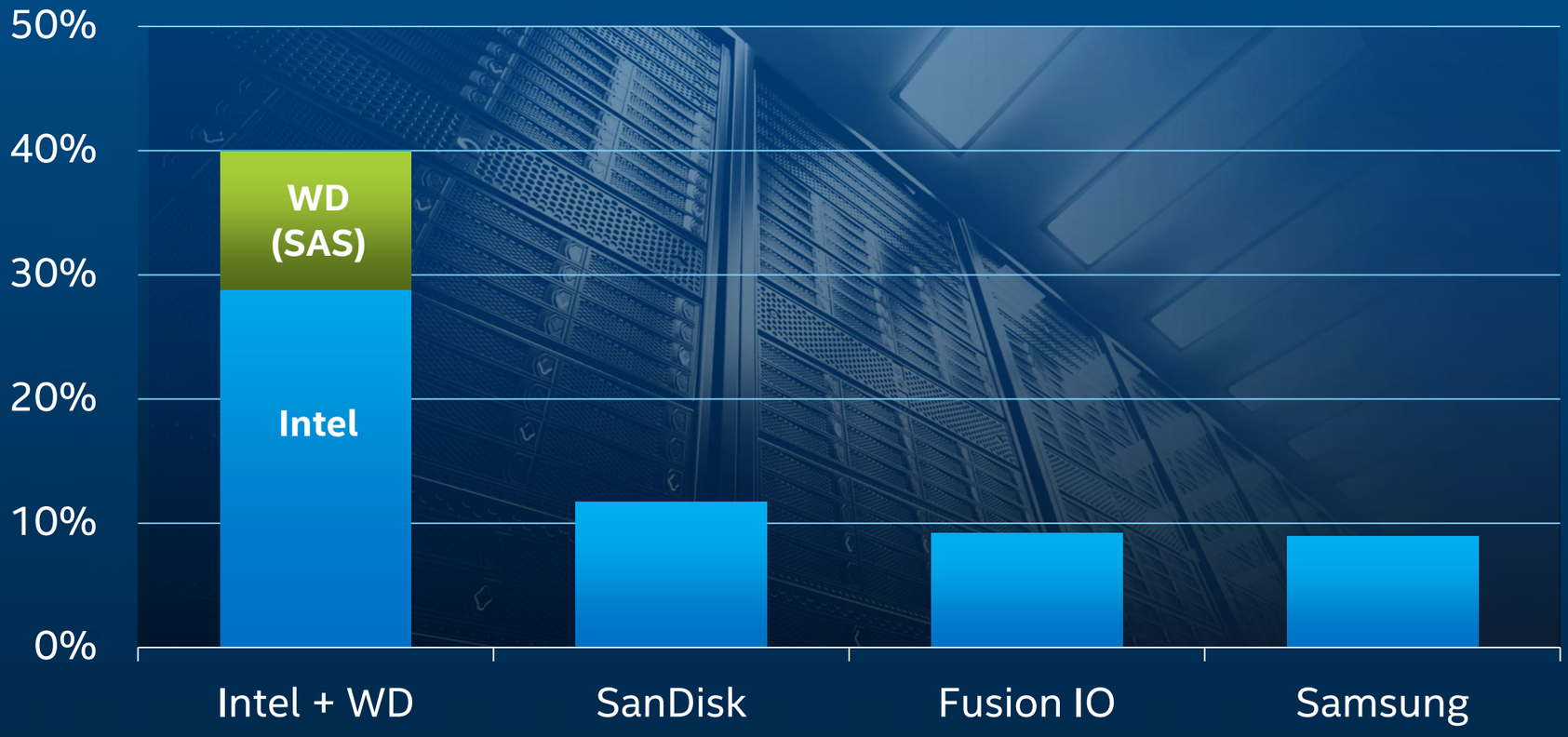
No compromise in security/performance

Better IT Solutions

Solve IT pain points

Data Center Leadership

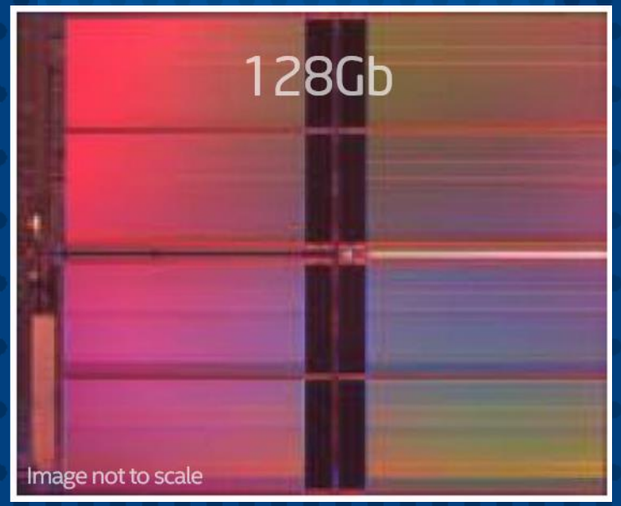
Q2 2014 Data Center Market Segment Share: IDC



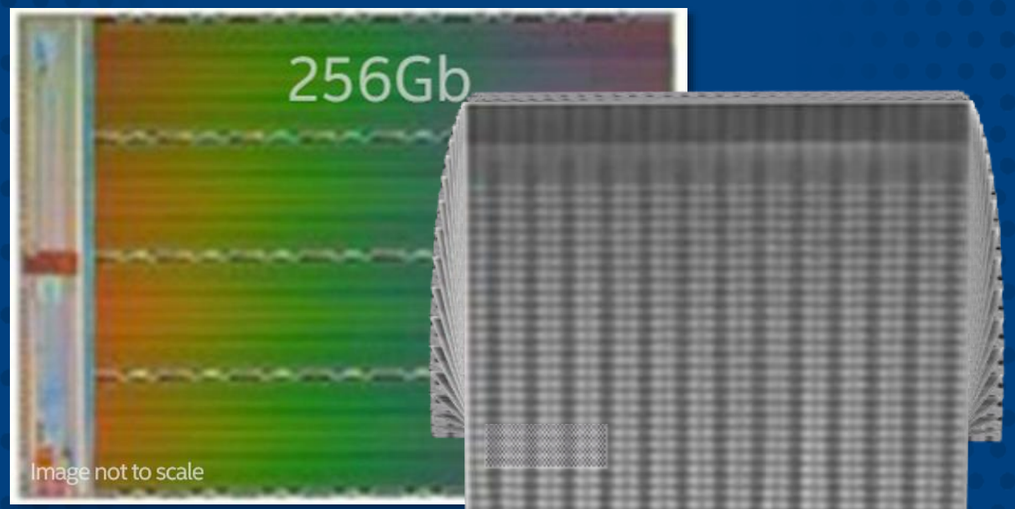
Source: IDC, Worldwide Solid State Drive Quarterly Update: 2Q14, doc #251237, September 2014.

NAND Leadership

2D NAND



Intel 3D NAND

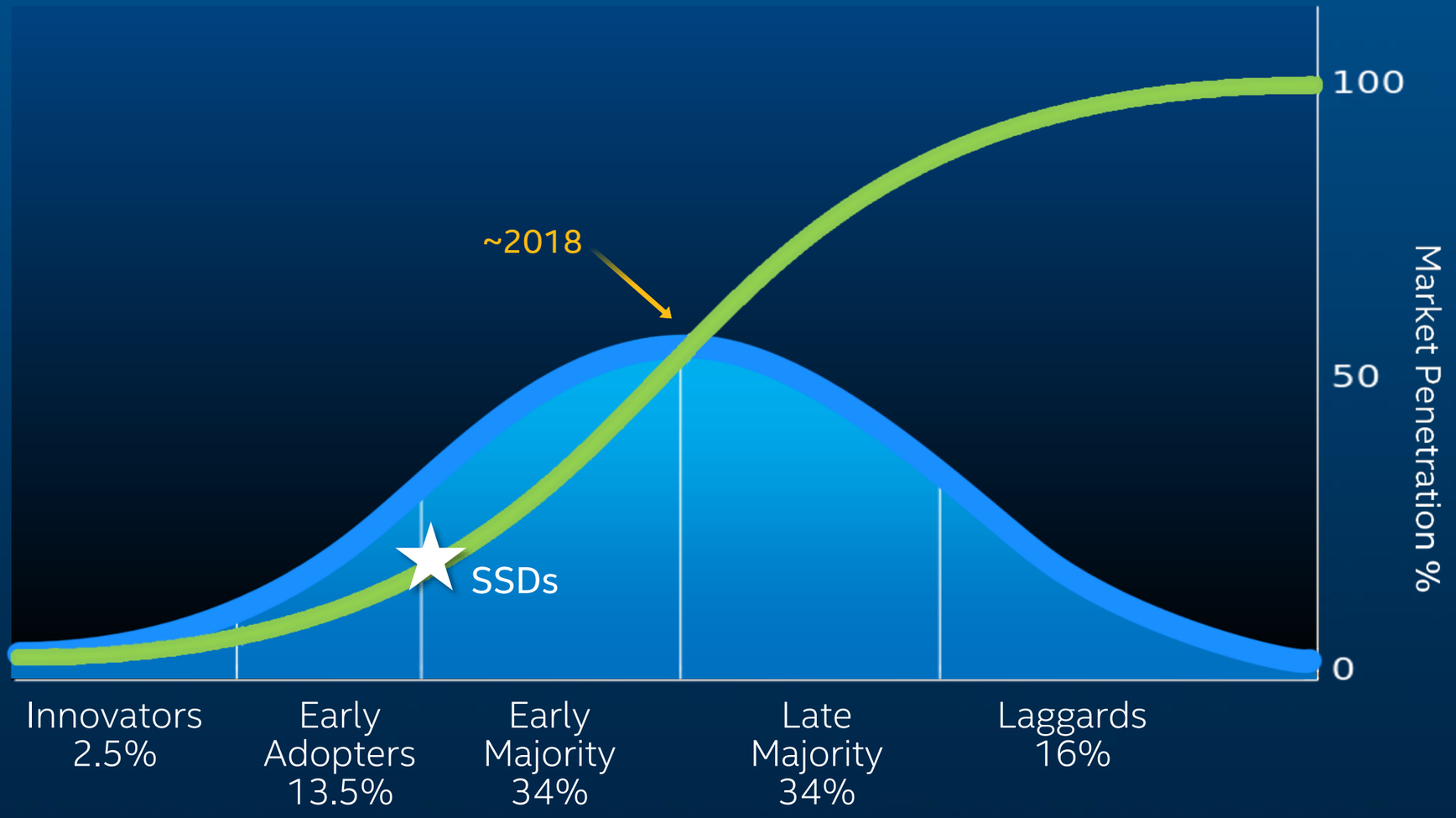


Disruptive 3D NAND

- Breakthrough cost
- 2x bits per die
- 1 TB in 2mm
- >10TB in a SSD

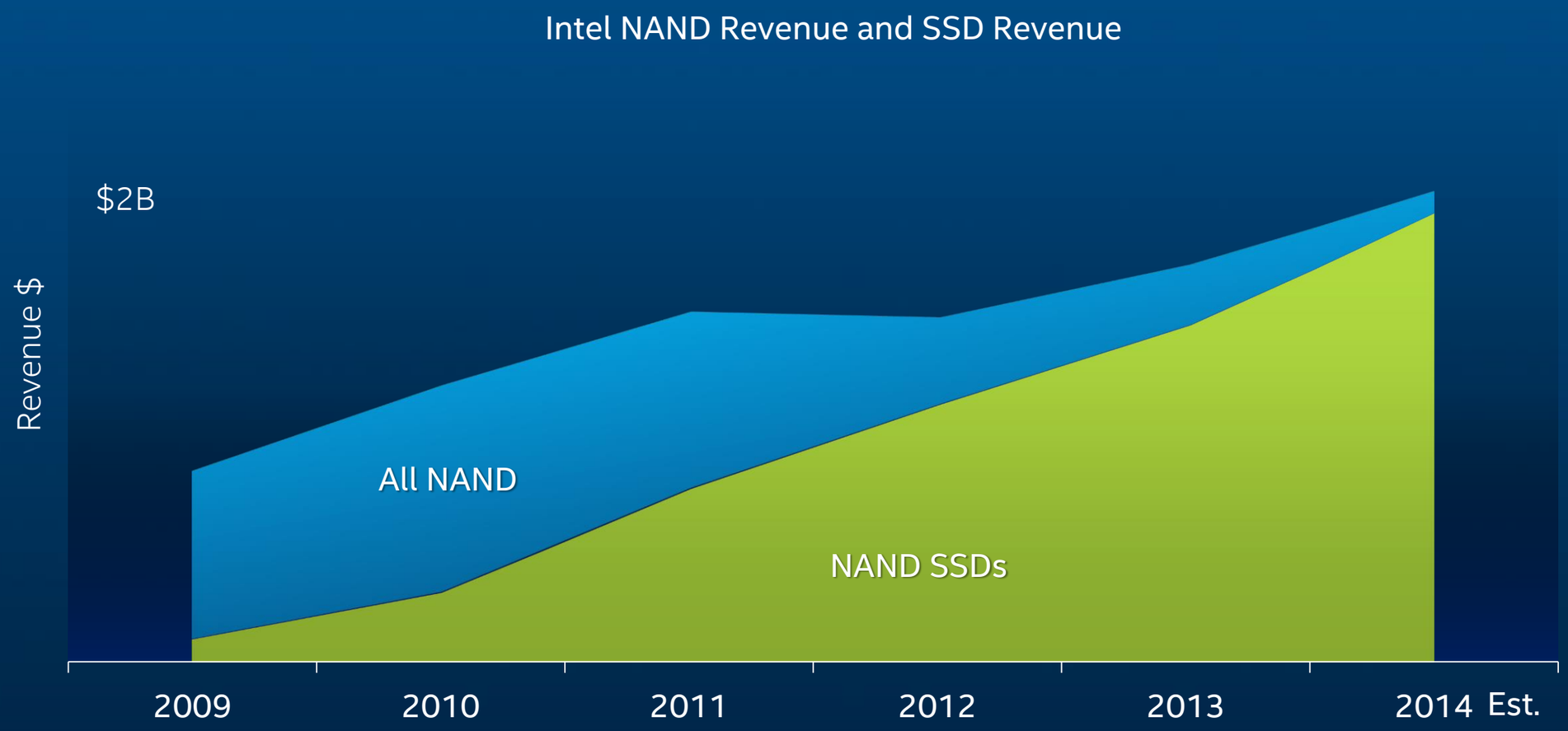
Estimates are based on internal Intel and market based analysis, and provided to you for informational purposes and are subject to change.

Tremendous Opportunity



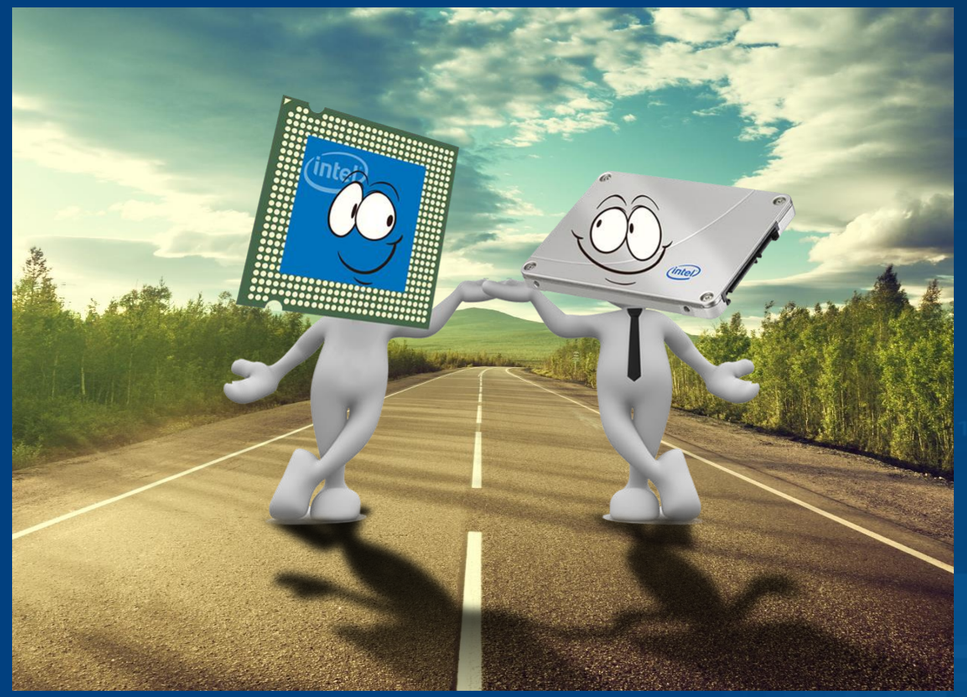
Sources: Intel internal research, and Geoffrey Moore, Crossing the Chasm.

Growing Revenue in Compute NVM



Source: internal Intel estimates.

Compute Data: A Growth Opportunity



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INVESTOR MEETING 2014

Q&A

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